

PHILIP MORRIS USA**INTER-OFFICE CORRESPONDENCE**

120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: James Taylor
FROM: Karen Eisen, Natalie Ellis
SUBJECT: Camel Wides Focus Groups

DATE: January 29, 1992

Attached are driving directions for next week's focus groups in Los Angeles. Monday and Tuesday we will be speaking with Anglo Marlboro and Camel smokers. On Wednesday the groups will be among Hispanic Marlboro smokers.

Date: Monday and Tuesday February 3 and 4**Time:** 5:30, 7:00, and 8:30 P.M.**Location:**

Plaza Research
6053 West Century Blvd.
Los Angeles, CA 90045
(213) 645-1700

Date: Wednesday February 5**Time:** 6:00 and 8:00 P.M.**Location:**

Field Dynamics
17547 Ventura Blvd., Suite 308
Encino, CA 91316
(818) 783-2502

Group 1: Marlboro Light 25-34

Group 2: Marlboro Red 18-24

Group 3: Marlboro Light 18-24

Group 4: Camel 18-24

Group 5: Camel 25-34

Group 6: Marlboro Red 25-34

Group 7: Marlboro Red 18-24,
HispanicGroup 8: Marlboro Red 25-34,
Hispanic

cc:

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